



45TH
ANNIVERSARY

El Pajaro CDC Watsonville Impact





“Promoting equal access to economic opportunity”

- ☐ **SBA Designation as a Women’s Business Center**
- ☐ **Lending license from State of California**



Watsonville Impact

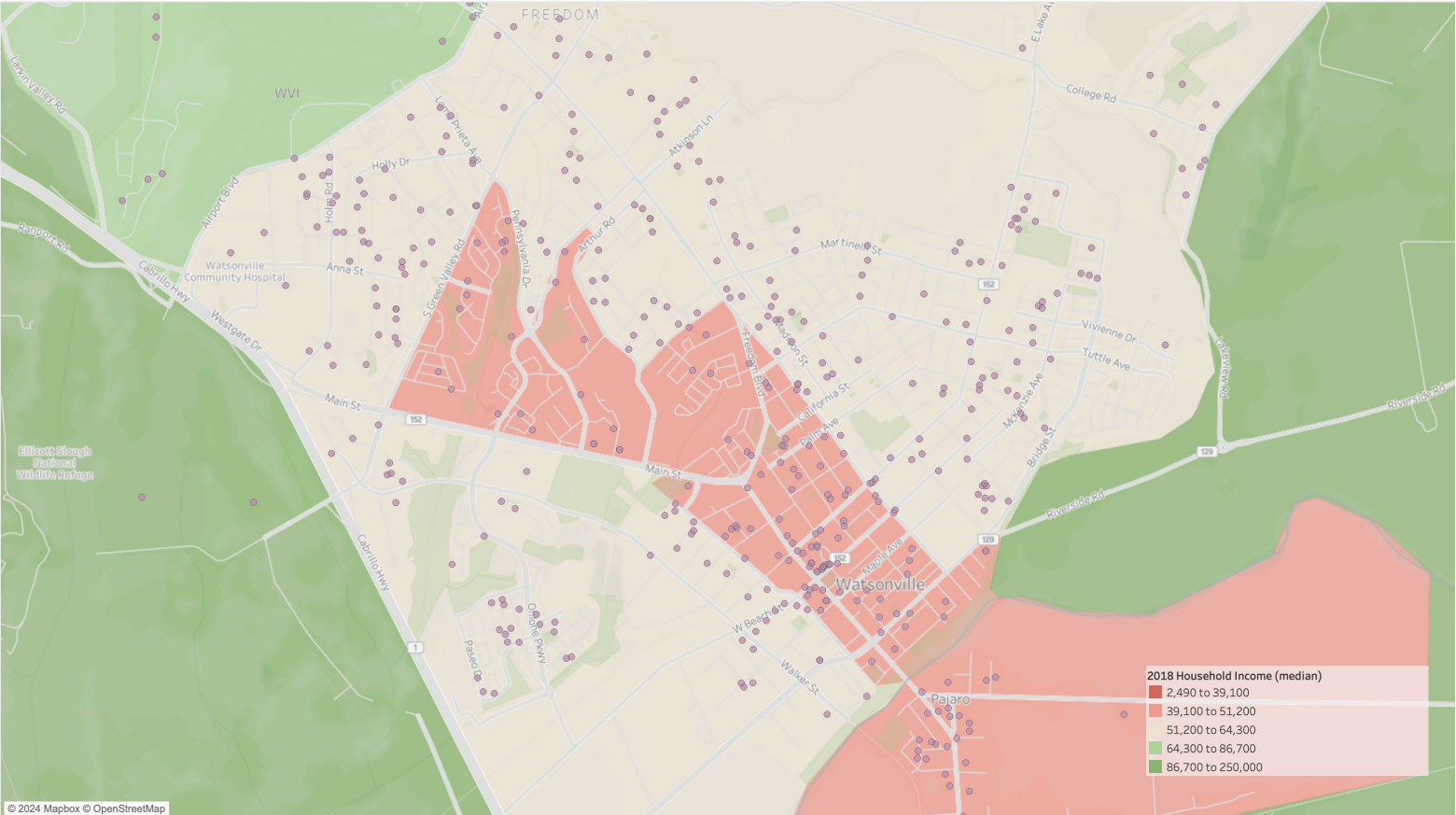
Clients Served since 2017



Clients Served									
Session Type	2017	2018	2019	2020	2021	2022	2023	2024	Grand Total
Initial/New	41	104	104	157	187	216	336	162	1238
Follow-up	93	203	223	287	348	478	617	436	1505
Grand Total	108	227	243	333	711	762	997	757	1887

Hispanic Origin	
Hispanic, Latino, or Spanish origin	0.885630499
Not of Hispanic, Latino, or Spanish origin	0.100879765
Prefer not to say	0.016422287

Race	
Prefer not to say	0.431671554
Native American	0.33313783
White/Caucasian	0.235190616
Asian	0.013489736
Black or African American	0.009970674
Native Hawaiian or Pacific Islander	0.004105572
Alaska Native	0.002932551
Middle Eastern	0.00058651



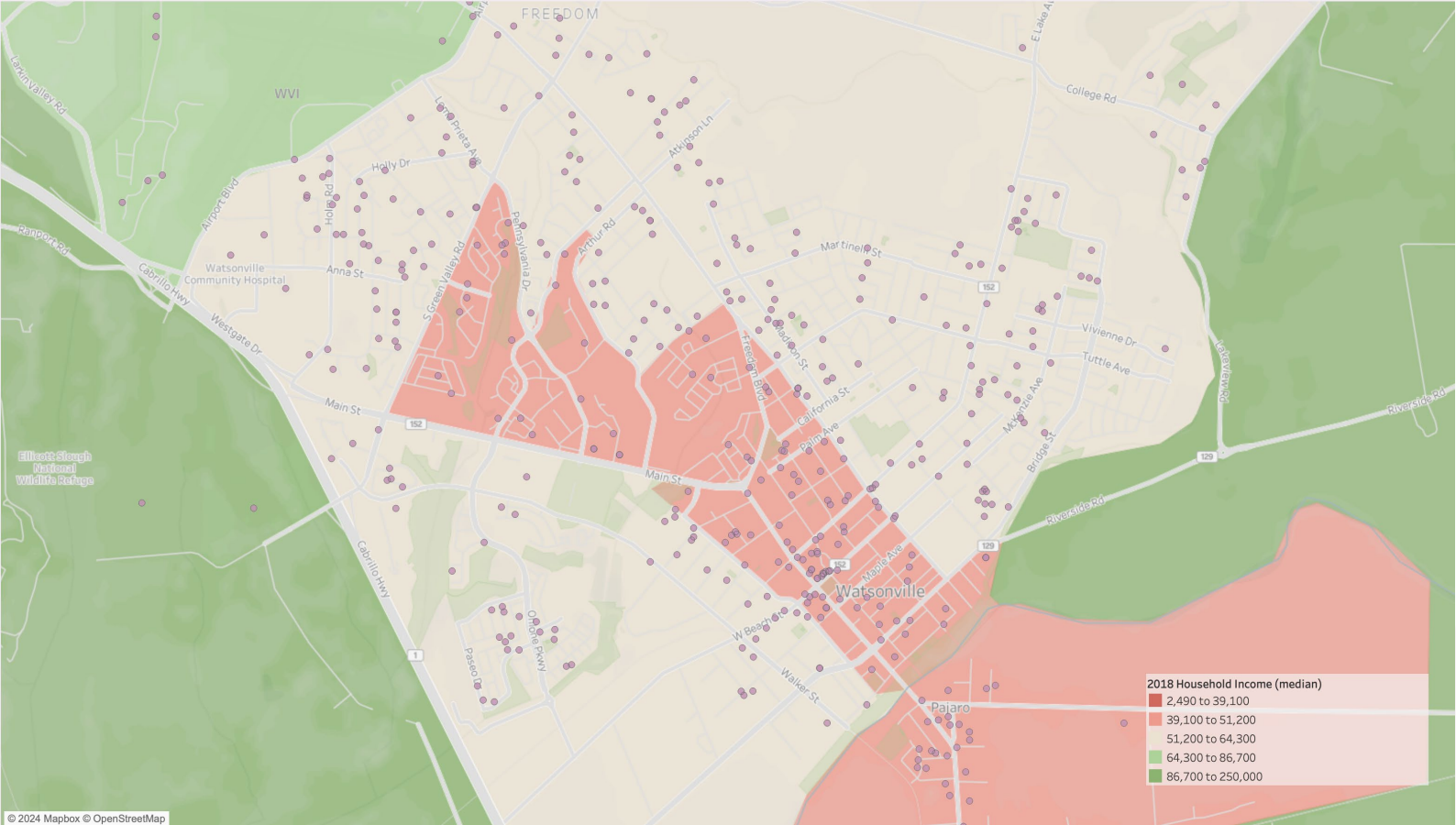
Watsonville Impact

Clients Served since 2017



Industry	
Health Care and Social Assistance	0.245227606
Accommodation and Food Services	0.234214391
Service Establishment	0.22907489
Retail Trade	0.083700441
Agriculture, Forestry, Fishing and Hunting	0.079295154
Other	0.059471366
Manufacturer	0.033773862
Construction	0.013215859
Transportation and Warehousing	0.011013216
Professional, Scientific, and Technical Services	0.011013216

Gender	
Female	0.690322581
Male	0.33255132
Intersex	0.00058651
Non-binary	0.001173021
Prefer not to say	0.006451613



Watsonville Impact

Clients Served since 2017



Access to Capital

Capital Source	2017	2018	2019	2020	2021	2022	2023	2024	Grand Total
COVID and Disaster Relief Funding	0			3,055,578	2,898,056	571,650	187,000	66,000	6,778,284
El Pajaro CDC Loan Program					53,191	76,000	310,000	319,000	758,191
EPCDC Forgivable Loan							274,170		274,170
Other Lending Agency	512,500	0	426,747	349,239	537,220	316,000	250,000		2,391,706
Grand Total	512,500	0	426,747	3,404,817	3,488,467	963,650	1,021,170	385,000	10,202,351

Childcare Home Business Development and Expansion

Women's Business Center SEED PROGRAM – COLABORATION WITH STATE OF CALIFORNIA EMPLOYMENT TRAINING PANEL (ETP)

- ❑ Childcare Home Graduates: 45
- ❑ Total Amount of SEED grants distributed: \$268,700.
- ❑ Childcare “slots” supported: 342 children.
- ❑ Childcare Industry Jobs: 52 Full time 8 Part-time





Childcare Home Business Development and Expansion



El Pajaro CDC Microloan Program COUNTY OF SANTA CRUZ FORGIVABLE LOAN PROGRAM (ARPA FUNDS)

Program Goal: Improving Facilities and retaining workforce.

- ❑ Businesses Supported: 32
- ❑ Funds distributed: \$334,170

**Total Investment in the Watsonville
Childcare Business Community:
\$602.8K**





CONFERENCIA DE LIDERAZGO PARA EMPREENDEDORAS *Latinas*

Latinx WOMEN IN BUSINESS & LEADERSHIP CONFERENCE



Conference tailored to **cultivating, transforming and investing in women** driving change in the business world and our communities.

- Women Leaders Panel
- enriching workshops
- opportunity to meet the well-deserving recipient of the 2024 Mujer Al Mando award!



Saturday, September 28
9:00 AM - 2:30 PM



Civic Plaza, Community Room
275 Main Street, Floor 6
Watsonville, CA



General Admission: \$25.
Price increases to \$35 starting
9/15.

Commercial Kitchen Incubator

10th Anniversary



Connects entrepreneurs to various business opportunities, including farmers' markets, retail access, catering jobs, and more!

- 270 business assisted
- 100 Obtained full licensing and operated successfully within our kitchen
- 40 launched ventures outside the kitchen including food trucks, cottage operations, restaurants and at farmer's markets
- 130 received general assistance



Commercial Kitchen Incubator Co-Packing



- ❑ Support incubator business in scaling up
- ❑ Support small local farmers in developing value added products



A man is standing at the front of a classroom, gesturing towards a large screen. The screen displays a presentation slide with the text "Por Que Pedir un Prestamo? Consideraciones, y decisiones" and the "CALIFORNIA FARMLINK" logo. The room is filled with people seated at desks, facing the front. The background features large windows and several framed artworks on the wall.

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El Pájaro CDC



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www.elpajarocdc.org

#LWIBL2024